



# Quick Notes

from the Idaho Office of Highway Safety

June 27, 2011

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## 2011 Fatalities on Idaho Roads = 54

### General Message from the Highway Safety Manager

Hi Highway Safety Partners,

*"Idaho can take no pride in the fact that while automobile accidents, and the commensurate vehicle accident fatalities, have shown commendable decreases when compared to miles driven in our State, the facts are that numbers of both people killed and cars wrecked have been rising steadily.*

*Governor Don Samuelson  
October 17, 1967*

These words were found in a document titled Idaho Traffic Truths and was published in 1967 by the newly formed Traffic Safety Division of the Governor's office, which today is the Office of Highway Safety.

Here are some numbers you might find interesting:

Year	Total Crashes	Fatalities	Fatality Rate per 100 million miles traveled
1962	18270	272	8.00
1963	20960	207	6.00
1964	22114	262	6.60
1965	22465	263	6.30
1966	22039	267	6.80
2006	24225	267	1.75
2007	26452	252	1.59
2008	25002	232	1.52
2009	22992	226	1.46
2010	22555	209	1.34

Although the population of Idaho and the vehicle miles traveled has increased significantly, the fatality rate has decreased dramatically. Idaho enjoys a better highway safety environment because of improvements in the areas of enforcement, education, engineering and emergency response, and improved motor vehicle safety features; however, it is still not enough.

In 1967 Governor Samuelson asked each Idahoan to pledge themselves “... to a renewed effort to use every means available to reduce these horrifying numbers so that fewer of our people will know the sorrow that results from these tragic events.”

Today this same message holds true. The next goal is to create a culture whereby serious injury and fatalities on Idaho’s highway is not a given or a way of life. To create a culture whereby fatalities are simply not acceptable will take each of us working as partners to make steady progress *Toward Zero Deaths*.

On behalf of the Office of Highway Safety, we all wish each of you a happy and safe 4<sup>th</sup> of July.

Brent Jennings, PE  
Highway Safety Manager

## **Distracted Driving Leads to Many Red Light Running and Speeding Crashes**

### ***Cameras keep an eye on you, so you keep eyes on the road***

WASHINGTON, DC (September 30, 2009) — The Department of Transportation’s Distracted Driving Summit that convenes today will direct attention to a deadly trend that directly contributes to red light running and speeding crashes. The National Campaign to Stop Red Light Running joins other traffic safety leaders and initiatives in calling for a moratorium on all negligent driving habits. [Read the complete press release.](#)

## **Invitation to Participate in Motorcycle Safety**



The Emphasis Area team for Motorcycle Safety would like to invite an engineer with a strong passion for Motorcycle Safety to participate in this group. Motorcycle Safety was identified as one of the top focus areas for the Strategic Highway Safety Plan (SHSP) for Idaho. Currently, this group consists of the following representation: National Guard, Office of Highway Safety, SMRO (State Motorcycle Rights Organization), Rider Training, and Law Enforcement.

If this is something you would be interested in, please contact the Motorcycle Safety program coordinator, Cecilia Awusie @ (208) 334-8112 or [Cecilia.Awusie@itd.idaho.gov](mailto:Cecilia.Awusie@itd.idaho.gov).

**IDAHO TRANSPORTATION DEPARTMENT  
OFFICE OF HIGHWAY OPERATIONS AND SAFETY**

**Fatalities By the Month\***

May-11

		MONTH	TOTALS 3-Yr Average (08,09,10)			CUMULATIVE TOTALS 3-Yr Cum. Average (08,09,10)		
2008	2009		AVERAGE	2010	2011	AVERAGE	2010	2011
19	11	JANUARY	13	8	6	13	8	6
8	17	FEBRUARY	11	7	3	23	15	9
18	17	MARCH	17	15	8	40	30	17
16	17	APRIL	15	11	14	55	41	31
30	18	MAY	21	16	12	76	57	43
23	12	JUNE	18	19		94	76	
18	26	JULY	23	26		117	102	
21	29	AUGUST	26	29		144	131	
22	29	SEPTEMBER	26	28		170	159	
21	17	OCTOBER	22	28		192	187	
19	19	NOVEMBER	18	17		210	204	
17	14	DECEMBER	12	5		222	209	
232	226	YEAR TO DATE	222	209	43			

\*Data limitations: This report is based on information provided by law enforcement agencies on crashes resulting in a death that occurs within 30 days of the crash. agencies on crashes resulting in a death that occurs within 30 days of the crash.

**Data is preliminary and is subject to change.** Totals of this report are the number of persons killed. Averages are rounded.

## Teen Distracted Driving Prevention Summit – Youth Leadership Teams Application

National Organizations for Youth Safety (NOYS) has played a critical role in bringing youth and adult leaders together in a substantive, integrated and efficient format so that they share their critical experiences with one another while empowering and inspiring each other. One key to the success of these networking events has been the empowerment of the youth to plan and lead their own meetings, including setting their own agendas and activities. Not surprisingly, participating youth leaders have planned interactive and informative educational sessions that motivate, inspire, and energize youth to lead efforts/activities in their own communities and within their own national organizations, focused on preventing risks, especially the leading cause of death and injuries for teens, motor vehicle crashes.

On October 17, 2011 through funding from AT&T, NOYS will host the 2011 Distracted Driving Summit in Washington, DC. Because NOYS believes effective prevention programs are teen-led and teen-informed, we acknowledge the need to convene, train, and empower youth leaders to address the issue of distracted driving. Ten youth teams will be selected through this application process to attend and lead the 2011/2012 Teen Distracted Driving Prevention Summit and year-long efforts. These youth will arrive October 15<sup>th</sup> & 16<sup>th</sup> to participate in youth training sessions and then host the National Teen Distracted Driving Prevention Summit on October 17<sup>th</sup>. These teams will develop, implement and support distracted driving prevention efforts in their local communities and host a Teen Distraction Driving Prevention summit in their state.

Youth teams will consist of 4 youth and an adult advisor. Youth teams will be required to attend the October 15-17 meetings and commit to organizing and hosting a summit in their home state. Travel funding for the October meeting will be provided as well as a grant to support the state summits.

Youth teams interested in applying for this leadership opportunity should complete the application below and submit by August 5, 2011.

For a complete application and instructions click this link

<http://library.constantcontact.com/download/get/file/1101808979916-724/Teen+Distracted+Driving+Prevention+Summit+and+Leadership+Application.pdf>

### **Digest of Impaired Driving Laws**

NHTSA recently posted the 25<sup>th</sup> Edition of the "Digest of Impaired Driving and Selected Beverage Control Laws." The first edition was published in 1983. The 25<sup>th</sup> Edition is current, as of March 1, 2010. Click for a copy of the report.

<http://www.nhtsa.gov/staticfiles/nti/pdf/811456.pdf>

### **Ford to Offer Inflatable Seat Belts in More Cars**

DEE-ANN DURBIN, AP Auto Writer - Updated 12:19 a.m., Wednesday, June 22, 2011

DEARBORN, Mich. (AP) — [Ford Motor Co.](#) will offer inflatable rear seat belts in more of its vehicles starting next summer.

Ford was the first in the industry to offer the belts, which are now available on the 2011 Ford Explorer SUV. The company plans to offer them on the Ford Flex, a seven-passenger crossover wagon, and two unnamed Lincoln vehicles.

Inflatable seat belts look like regular seat belts but with slightly more padding, since the air bag is sewn into them. When the car is in a severe crash, a balloon-like cushion inflates along the belt from the shoulder to the buckle. The belts help prevent chest injuries by distributing the force of the crash over an area that's five times larger than a traditional seat belt. They also cushion the neck.

Ford spent a decade designing and testing the belts. While they fill quickly — in 40 milliseconds — they are less forceful than traditional, steering wheel-mounted air bags because they don't need to bridge the space between the wheel and the person they're protecting. They also fill with cold compressed gas instead of the heat-producing chemical reaction used in traditional air bags. The cold gas and slower speed make the bags safer for young children.

Srini Sundararajan, a safety technical leader at Ford who was primarily responsible for developing the belts, said the company hasn't yet heard of any cases where the belts prevented injuries, but expects to once the new Explorer has been on the road longer. Ford has sold more than 65,000 Explorers since the new SUV went on sale in December.

Ford said 40 percent of Explorer buyers have chosen the inflatable seat belt option. It costs \$195 to add the belts to the Explorer XLT, which starts at \$31,520.

Sundararajan said Ford is considering adding inflatable seat belts to the front seats, but is still studying how much benefit they would provide.

Ford and a Michigan-based supplier, [Key Safety Systems](#) Inc., hold a patent on the inflatable seats belts.

Toyota Motor Corp. has inflatable seat belts made by [Takata](#) Corp. in its Lexus LFA sports car, which went on sale after the Explorer

## **CALENDAR OF EVENTS**

*If you would like to add an event to the calendar, please send an e-mail with the event details to [lisa.losness@itd.idaho.gov](mailto:lisa.losness@itd.idaho.gov)*

Date	Event Description
June 30-July 11, 2011	<b>IMPAIRED DRIVING</b> Traffic Enforcement Mobilization – Statewide, Contact: Kevin Bechen, OHS GCO, <a href="mailto:kevin.bechen@itd.idaho.gov">kevin.bechen@itd.idaho.gov</a> (208) 334-4467
July 15-26, 2011	<b>AGGRESSIVE DRIVING</b> Traffic Enforcement Mobilization – Statewide, Contact: Cecilia Awusie, OHS GCO, <a href="mailto:Cecilia.awusie@itd.idaho.gov">Cecilia.awusie@itd.idaho.gov</a> (208) 334-8112
Aug. 3, 2011	<b>SHSP</b> – committee chair meeting – 9:00-12:00 at ITD
Aug. 7 – 13, 2011	<b>National Stop on Red Week</b> Federal Highway Administration <a href="http://safety.fhwa.dot.gov/intersection/redlight/outreach">http://safety.fhwa.dot.gov/intersection/redlight/outreach</a>
Aug. 26-Sept. 6, 2011	<b>IMPAIRED DRIVING</b> Traffic Enforcement Mobilization – Statewide, Contact: Kevin Bechen, OHS GCO, <a href="mailto:kevin.bechen@itd.idaho.gov">kevin.bechen@itd.idaho.gov</a> (208) 334-4467

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